

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

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For Members  
Only

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### CONGRESS CONVENES MONDAY

#### Definite Program for Special Session Not Yet Agreed Upon

With five major legislative questions confronting Congress, but no definite program yet set for their consideration, the special session called by the President on October 12th will convene Monday noon, November 15th. At the time the call was issued the President in a radio address outlined a legislative program comprising these five subjects:

Control of crop surpluses and the proper use of land.

Creation of seven planning regions for irrigation and flood control projects, similar to the T.V.A.

Reorganization of the executive departments of the Federal government.

Minimum wages and maximum hours and abolition of child labor.

Strengthening of anti-trust laws.

At the close of the last session farm legislation was made the first order of business by both House and Senate when Congress reconvened. Although members of the House and Senate Agricultural Committees have worked on the subject during adjournment, and the House Committee has been meeting in Washington since October 27th, agreement has not been reached on a bill.

The wages and hour bill, which was passed by the Senate and reported in amended form by the House Labor Committee, is on the House calendar. It is generally accepted that further amendments will be proposed, perhaps to the extent of a complete substitute for the House measure. Whether the amendment is to be effected on the floor of the House or the House Committee will ask return of the bill to the Committee for further revision apparently depends upon the attitude of the Rules Committee which, at the last session, declined to report a rule for consideration of the bill.

No action has been taken on the proposal for creation of seven new planning and conservation authorities other than hearings before the Senate Agricultural Committee.

An administration endorsed bill embodying changes to strengthen the anti-trust laws has not been introduced, nor has any announcement been issued as to the progress made in drafting such a bill.

Government reorganization bills have received varying degrees of Congressional action. Two of the recommendations of the President's Committee on Administrative Management, the Brownlow Committee, have passed the House. They are, first, a bill authorizing the President to appoint six administrative assistants; and second, a bill to permit the President, with several exceptions, to transfer, consolidate, regroup, or abolish any Federal executive agency, commission, independent establishment, bureau, or division or any corporation owned by the United States and to create a new department to be known as the Department of Welfare with the duty of

coordinating and promoting public health and education. The other recommendations of the Brownlow Committee are contained in two separate bills now pending on the House calendar, which would create a new civil service administration and would reorganize the general accounting office. Pending on the Senate calendar is an omnibus bill combining all the recommendations of the President's Committee.

The House Committee on Interstate Commerce will have before it for action the bill to revise the Food and Drugs Act drafted by a subcommittee just prior to the adjournment of Congress. The Senate has passed the Copeland bill, and the proposed House bill is in the nature of a substitute measure.

### FOOD GUARANTEE

#### Canners Advised to Examine Carefully New Forms Offered Them

The Association has during the past month frequently been asked to comment upon several new and extensive forms of guarantee which canners have been asked to sign by certain distributors. These rather elaborate documents are frequently ambiguous and in many instances virtually require the canner to act as insurer against any claim which may be made against any distributor or retailer. They refer not only to the condition of the merchandise when shipped and require the proper guarantee that such goods conform with the Federal Food and Drugs Act, but in many instances also require the canner to guarantee against adulteration or misbranding after sale and to guarantee that the buyer's label does not violate the Food and Drugs Act. In addition, they require the canner to indemnify the buyer against loss because of any "claimed" violation irrespective of the basis for such claim and wholly apart from whether or not the claim is justified.

It seems desirable, because of these extensive commitments which canners are asked to undertake, to call to the attention of the industry the uniform clause which has been recommended by the Committee on Sales Contracts for consideration by the Conference Committee. This form of guarantee provides:

"Seller guarantees that all articles of food sold under this contract shall not be adulterated or misbranded within the meaning of the Federal Food and Drugs Act of June 30, 1906, and amendments thereto; provided, however, that the seller does not guarantee against such goods becoming adulterated or misbranded within the meaning of said Act, as amended, after sale by reason of causes beyond seller's control; and provided also, that seller shall be relieved from responsibility for misbranding when goods are not shipped under seller's labels or brands. Buyer undertakes to save seller harmless from any liability arising out of shipment under buyer's labels or brands."

Any request for a form of guarantee containing commitments beyond those specified in this clause warrant careful examination by those requested to sign them.

### Australia's Canned Fruit Exports

Exports of canned fruits from Australia from January 1 to August 31, 1937, as compared with the corresponding period last year have been as follows, according to the Commonwealth Fruits Control Board:

	1936	1937
	Cases	Cases
Apricots.....	142,553	98,331
Peaches.....	486,139	626,436
Pears.....	334,569	615,291
Fruit salad.....	3,573	5,123
Pineapple.....	4,361	28,194
Total.....	971,376	1,373,375

According to the annual report of the Control Board for the year ended June 30, 1937, canned fruits production in 1936-37 was the highest on record. The total pack was 2,328,292 cases, or 106,863 cases more than in the previous year. For the third successive year exports have exceeded 1,000,000 cases. Increased business was obtained in all export markets except the United Kingdom, where there was a slump through a bad summer.

The record production, combined with unsold stocks from the previous year, yielded an exportable surplus substantially greater than any that the industry had ever faced. The Board considered that, to ensure stable domestic conditions and to permit growers and canners to enter the 1938 processing season with confidence, it would be necessary to dispose of approximately 1,700,000 cases in overseas markets in 1937. This objective has virtually been reached, as sales have exceeded 1,600,000 cases, and no difficulty is expected to be encountered in clearing any surplus stocks.

### Progressive Grocer Promotes Canned Food Drives

In its November issue the *Progressive Grocer* features the "Foods for Christmas Gifts" plan to increase sales for the holiday season, and also carries an excellent article "November popular for canned food drives," furnishing practical suggestions by which quantity purchases can be increased. In connection with the Christmas gift campaign the journal has prepared a set of posters, information as to the cost of which can be obtained from the Poster Service Department, *Progressive Grocer*, 161 Sixth Avenue, New York City.

### Northwest Association Meets in January

The annual meeting of the Northwest Canners Association, it is announced by Secretary E. M. Burns, will be held at the New Washington Hotel in Seattle on January 4, 5 and 6.

### MEXICO REQUIRES METRIC TERMS

#### Strict Enforcement of Weights and Measures Law to Start January 1st

The Mexican Government has announced that the provisions of the Weights and Measures Regulations, originally promulgated on December 14, 1928, will be strictly enforced on and after January 1, 1938, according to the American

commercial attache at Mexico City. The regulations prohibit the use of any system of weights or measures in Mexico other than the metric system, in any documents representing a commercial transaction, such as invoices, bills of sale, receipts, etc., as well as in designations of weight or contents on containers or labels of goods sold or advertised for sale in Mexico.

The regulations provide that, when prices are quoted in invoices or other similar documents for transactions in Mexico, they must be expressed in units of the metric system, such as 144 boxes of candy at \$75.00 per 100, \$108.00. If a number of units of an article are sold in a package, any statement as to contents on the container or on the label must be limited to the specific number of units, such as 12 pencils or 144 pens, and all such terms as "dozen" or "gross" are prohibited. The only exception is the word "pair" (par), the use of which is permitted for gloves, footwear, and other articles for personal use which are customarily purchased in sets of two pieces.

Similarly, where goods are sold in containers, any statement as to weight or volume of the contents, on the container itself or on the label, must be expressed in grams, kilos, liters, or in other metric units, and all references to non-metric weights or measures must be deleted. Under the present interpretation of the regulations by the Mexican authorities, however, it is understood that packaged goods are not required to be sold in metric-unit containers, but may continue to be imported and sold in containers of one pound or any other amount that may be desired. In these instances, if weight or measure is expressed on the container, labels, advertising matter, or otherwise, it must be in terms of metric units exclusively, that is 453.6 grams, and no reference to the equivalent in units of other systems is permitted to appear.

### Employment and Prices

The following indexes taken from the published reports of the Bureau of Labor Statistics indicate the recent changes in wholesale and retail prices and employment and payrolls. For retail prices and employment and payrolls they are based on the average for 1923-25 as 100 per cent, while for wholesale prices 1926 is taken as 100 per cent.

	Employment			Payrolls		
	Sept. 1937	Aug. 1937	Sept. 1936	Sept. 1937	Aug. 1937	Sept. 1936
All industries...	102.1	102.3	95.5	100.1	103.8	83.6
Canning.....	310.9	278.0	305.4	305.7	293.9	258.9
Wholesale prices						
	Oct. 23 1937	Oct. 16 1937	Oct. 24 1936	Oct. 26 1935	Oct. 27 1934	
All commodities..	84.9	85.2	81.1	80.3	76.2	
All foods.....	85.0	85.4	82.1	84.8	75.4	
Retail prices						
	Sept. 14 1937	Aug. 17 1937	Sept. 15 1936	Sept. 15 1932		
All foods.....	85.8	85.5	84.3	66.7		
Fresh fruits and vegetables.	56.3	58.0	70.3	51.3		
Canned fruits and vegetables.....	82.0	82.7	81.7	69.2		

### UNSOLD STOCKS OF CANNED SALMON

Unsold stocks of canned salmon on October 31st totaled 4,043,567 cases, as compared with 2,463,162 cases on the corresponding date last year, according to statistics compiled by the Association of Pacific Fisheries. The figures for 1937 are based on reports from 90 companies producing probably 98 per cent of the 1937 pack, while those for 1936 are based

on reports from 77 companies producing approximately 94 per cent of the 1936 pack. In making its report for October, the Association calls attention to the fact that the pack of individual companies and of all companies combined is not yet definitely known as some packing was still going on in certain localities.

Grades or Varieties	Tails (1 Pound) Cases	Flats (1 Pound) Cases	Halves (8 doz.) Cases	Total Oct. 31, 1937 Cases	Total Sept. 30, 1937 Cases	Total Oct. 31, 1936 Cases
Chinooks or Kings:						
Fancy Red.....	9,422	11,952	66,158	87,532	102,083	65,726
Standard.....	18,542	17,902	18,372	54,816	55,471	37,391
Pale.....	2,687	312	813	3,812	4,429	11,651
White.....	853	2	568	1,423	3,038	1,611
Puget Sound Sockeyes.....	570	4,106	29,783	34,459	36,519	30,834
Alaska Reds.....	1,065,878	40,584	63,289	1,169,751	1,193,742	331,322
Cohoes, Silvers, Medium Reds.....	42,210	3,303	15,791	61,304	48,130	69,130
Pinks.....	2,212,885	3,338	24,778	2,241,001	2,159,624	1,698,608
Chums.....	379,204	344	3,911	383,459	322,317	208,561
Bluebacks.....		504	2,900	3,404	3,404	895
Steelheads.....		1,313	1,018	275	2,606	2,738
Total.....	3,733,564	83,365	226,638	4,043,567	3,931,495	2,463,162

### Cold Storage Holdings of Fishery Products

Cold storage holdings of fishery products in the United States on October 15 were 16 per cent less than a year ago, but 3 per cent greater than the five-year average, according to the Bureau of Fisheries. Holdings on October 15 amounted to 72,389,000 pounds, compared with 86,145,000 pounds on October 15, 1936, and the five-year average of 70,494,000 pounds. During the month ended October 15, 19,663,000 pounds of fishery products were frozen, compared with 18,562,000 pounds frozen in the corresponding period of 1936, the report stated.

### Swiss Exports of Canned Milk

Exports of canned milk from Switzerland during the first nine months of 1937 constituted approximately nine-tenths of the total Swiss production and amounted to 9,473,732 pounds valued at \$816,905, according to the American Consulate at Bern. This was an increase of 463,214 pounds and \$101,469 over the corresponding period of 1936.

less acreage in 1938 than in 1937. The level of wholesale prices of canned vegetables in December and January has in the past exerted a considerable influence upon the prices at which canners will offer to contract acreage in the following season. If the present level of prices continues into these months, it is probable that the prices at which canners will contract with growers in 1938 will be generally below those of 1937.

With higher-than-normal stocks in prospect at the beginning of the 1938-39 marketing year, the requirements of normal consumption and the maintenance of reasonable prices and incomes to growers indicate the desirability of a reduction in the 1938 planted acreage of several important crops (notably snapbeans, sweet corn and green peas) to a level ranging from 15 to 25 per cent below that of 1937.

Although acreage planted in 1937 appears to be only about 2 per cent above that of 1936, production has risen approximately 15 per cent because of increased yields. This slight expansion in acreage constituted a break in the 5-year cycle (3 years of expansion followed by 2 of contraction) which has characterized these crops in the past. With the present heavy supplies of canned vegetables and relatively low prices, the typical downward movement may be resumed in 1938.

Supplies of three of the major canned vegetables, snapbeans, sweet corn, and green peas, are considerably larger than in 1936, and current prices are lower. Supplies of canned tomatoes are at approximately the level of 1936-37, and prices are about the same as a year ago. Tomato supplies would have been larger but for the fact that unfavorable growing conditions in August and September reduced yields, so that the production of tomatoes is indicated to be about 10 per cent below that of 1936.

For most of the minor canning crops, the situation parallels that of canning crops in general. The indicated production of beets in 1937, for example, is approximately 35 per cent above that of 1936 and a record pack is in prospect. The indicated production of lima beans is up 27 per cent and that of cabbage for kraut is 16 per cent above the relatively short crop of 1936. The asparagus situation stands somewhat in contrast. California production and pack for 1937 are approximately 12 per cent below production and pack in 1936, and current wholesale prices of asparagus are higher

### CANNING CROP OUTLOOK REPORT

Bureau of Agricultural Economics Reviews Factors Affecting 1938 Situation

In its outlook report on truck crops for commercial manufacture in 1938, issued under date of November 8th, the U. S. Bureau of Agricultural Economics states that the total supply of canned vegetables for 1937-38 is expected to be 15 to 20 per cent above that of last year. It appears to be somewhat larger than necessary to provide for normal domestic consumption in 1937-38 and to replenish carryover stocks, which reached unusually low levels at the beginning of the 1936-37 marketing year and continued low into the 1937-38 season. The report goes on to state:

Chiefly because of this large supply, average wholesale prices of canned vegetables are currently from 20 to 25 per cent below the level of a year ago. These lower prices in turn are likely to cause canners to contract with growers for

than a year ago. Although frozen vegetables still constitute a very small part of the total pack of processed vegetables, their volume continues to increase, with peas and lima beans showing a particularly marked increase for 1937 over 1936.

The report furnishes detailed statistics on acreage, production, farm value, yield per acre, and price per ton of green and wax beans, sweet corn, green peas, and tomatoes for a series of marketing seasons ending July 31st, along with figures on pack carryover, stocks, apparent consumption, and average wholesale prices. From these statistics has been compiled the summary table on page 5393 for the marketing seasons 1933-34 to 1937-38. The pack carryover, etc., are given on the basis of 24 No. 2's.

The report includes a discussion of the probable acreage requirements for the 1938-39 season, from which the following is taken:

**GREEN AND WAX BEANS.**—It seems probable that the carry-over into the 1938-39 marketing season will be somewhat heavier than for recent years on account of the 1937 record production. But judging from past records, it would seem that canners should be able to market about 7,000,000 cases in 1937-38. This will leave a carry-over of 2,000,000 cases. A pack of about 6,500,000 cases in 1938 would seem to be adequate to meet average consumption requirements in 1938-39 and leave a moderate carry-over. With average growing conditions, a planting of 50,000 acres in 1938 would produce such a pack. This is a reduction of over 20 per cent from the acreage planted in 1937, but it is about an 8 per cent increase over the average planted acreage for the 5 previous years.

**CORN.**—Planted acreages of canning corn have been unusually high for the last 3 years and in 1937 exceeded 450,000 acres, the highest in the history of the industry. Under average growing conditions, this acreage will result in a pack far in excess of past consumption levels. A pack of 15,000,000 cases of canned corn in 1938, together with a prospective carry-over of at least 2,000,000 cases, would provide for a level of consumption somewhat above that of the 5-year period 1928-32 and considerably above that of last season (1936-37). Under average growing conditions, this pack could be obtained from a planted acreage of around 320,000 acres, which would be a 30 per cent reduction under the acreage of 1937.

**PEAS.**—If consumer income continues near current levels in 1938, about 19,000,000 cases can be consumed next season at prices somewhat higher than those prevailing in 1937. A pack of 16,000,000 to 17,000,000 cases, added to the carry-over from the 1937-38 marketing season, should meet requirements and leave a carryover at the end of the season that would insure consumers a supply of canned peas and not be burdensome to canners.

A pack of 16,000,000 to 17,000,000 cases would require a production of about 170,000 to 181,000 tons of shelled peas. With a yield of 1,500 to 1,600 pounds per acre, the tonnage required could be produced by planting 210,000 to 240,000 acres. In addition to this acreage, there will probably be needed about 15,000 acres to provide tonnage for quick freezing and other uses, and an average allowance for abandonment of some 25,000 acres. Therefore, plantings of 250,000 to 280,000 acres would appear to be desirable. This would represent a reduction of 19 to 27 per cent from the plantings of 344,330 acres in 1937.

**TOMATOES.**—In planning their acreage for 1938, canners and growers of tomatoes for manufacture are faced with the problem of making such adjustments in acreage as will probably yield packs of tomatoes and tomato products that can be marketed during the 1938-39 season at prices above the low levels now prevailing. Judging from past records

of supply and disappearance, it appears that canners may be able to market a total of 23,500,000 cases of canned tomatoes in 1938-39, at prices approximating the 1932-36 level. In this event, a pack not in excess of 22,500,000 cases (basis No. 2 cans) would fill consumption requirements and leave a carry-over of approximately 2,000,000 cases at the end of the season. This carryover would be much larger than the average of the last five seasons.

A production of approximately 1,500,000 tons probably would provide for the required pack of canned tomatoes and leave an adequate tonnage for the manufacture of juice and other tomato products. This tonnage would allow for a pack of tomato juice in line with the increased demand of the last 2 years. At the 5-year (1932-36) average yield of 4.1 tons per acre, it would require a planting of approximately 395,000 acres, or 15 per cent less than the 1937 acreage of 462,300 acres, to produce a pack of 22,500,000 cases and allow sufficient acreage for the production of tomatoes for juice and other tomato products.

### Proposed Specifications for Marmalade, Fruit Juices and Fruit Beverages

The Food Committee of the Federal Specifications Board has prepared two proposed Federal specifications—one for marmalade, and the other for fruit juices and fruit beverages. Copies of the proposed specifications, which are being distributed for criticism preparatory to the formulation of Federal specifications for these products, may be obtained of Captain Paul P. Logan, the office of the Quartermaster General, Washington, D. C.

### USE OF HARD WATER

#### Excessive Hardness Undesirable But Softening May Present Difficulties

A recent item in the INFORMATION LETTER (No. 670), discussed the effect of using salt containing excessive amounts of calcium in canning certain vegetables, and reference was made to Bulletin 20-L of the Research Laboratories, "The Effect of Hard Water in Canning Vegetables."

When the canned product is injured by the presence of too much calcium, as may be the case with peas, shelled beans, beets and spinach, the source of trouble may be excessive hardness of the water supply or excessive calcium in the salt used. The latter difficulty is easily remedied, as plenty of very pure salt is available. If the water supply is too hard, and no supply of potable soft water is available, then consideration must be given to installation of a softening system.

Softening systems generally fall into two classes, zeolite filters and chemical treatment. In a zeolite system the water is filtered through a bed of granular "base-exchange" mineral (zeolite) which absorbs the calcium and magnesium from the water, at the same time imparting to it a corresponding amount of sodium. The zeolite becomes exhausted after a time and has to be regenerated by passing a strong salt brine through it.

In favor of the zeolite systems it may be said that they are simple in operation, their softening action is automatically adjusted to the hardness of the water, they require little supervision (sometimes even being regenerated automatically), and are not subject to mechanical trouble. The other

(Continued on page 5394)

	1928-32 ave. 1,000 cases	1933-34 ave. 1,000 cases	1934-35 ave. 1,000 cases	1935-36 ave. 1,000 cases	1936-37 ave. 1,000 cases	1937-38 ave. 1,000 cases
Carryover <sup>a</sup> .....	13,658	8,239	4,395	3,195	7,924	* 5,891
Pack <sup>b</sup> .....	74,969	66,694	76,100	105,983	94,221	* 113,000
Imports <sup>c</sup> .....	3,531	2,790	2,570	2,393	2,057	.....
Total supply.....	92,158	77,723	83,065	111,571	104,202	.....
Exports and shipments <sup>d</sup> .....	1,151	854	952	1,064	967	.....
Apparent domestic disappearance.....	77,349	72,474	78,918	102,583	97,344	.....

<sup>a</sup> Asparagus, snap beans, sweet corn, green peas, tomatoes, spinach.

<sup>b</sup> Asparagus, snap beans, sweet corn, green peas, tomatoes, spinach, beets, pumpkin and squash, tomato pulp and juice.

<sup>c</sup> Tomatoes only, which usually account for over 90 per cent of total.

<sup>d</sup> Same items as in carryover except spinach.

<sup>e</sup> Preliminary.

The situation with respect to the principal canned vegetables is summarized in the following table, in which quantities are stated in thousands of cases No. 2 basis:

	1933-34	1934-35	1935-36	1936-37	1937-38
<b>GREEN AND WAX BEANS</b>					
Planted.....	acres 42,890	47,860	51,730	57,570	63,980
Production.....	tons 60,200	66,100	81,500	76,500	* 100,400
Price to growers.....	per ton \$38.59	\$41.41	\$43.06	\$44.44	* \$46.78
Pack.....	1,000 cases 5,532	6,300	7,161	6,429	* 9,000
Carryover.....	" 700	700	380	160	29
Supply (domestic).....	" 6,232	7,000	7,541	6,589	* 9,029
Stocks, end of season.....	" 700	380	160	29	.....
Disappearance from canners' hands.....	" 5,532	6,620	7,381	6,560	.....
Exports.....	"				
Apparent consumption (domestic beans).....	" 5,532	6,620	7,381	6,560	.....
Imports.....	"				
Apparent consumption (all beans).....	" 5,532	6,620	7,381	6,560	.....
Wholesale price (weighted by types).....	per doz. No. 2s. \$0.71	\$0.74	\$0.69	\$0.83	* \$0.65
<b>CORN</b>					
Planted.....	acres 208,440	323,590	418,990	443,720	452,620
Production.....	tons 394,300	498,000	859,900	606,700	* 1,044,200
Price to growers.....	per ton \$8.01	\$8.46	\$9.31	\$10.30	* \$11.61
Pack.....	1,000 cases 10,193	11,268	21,471	14,600	* 24,500
Carryover.....	" 2,500	1,300	180	850	222
Supply (domestic).....	" 12,693	12,568	21,651	15,450	* 24,722
Stocks, end of season.....	" 1,300	180	850	222	.....
Disappearance from canners' hands.....	" 11,393	12,388	20,771	15,228	.....
Exports.....	" 61	57	90	70	.....
Apparent consumption (domestic corn).....	" 11,332	12,331	20,681	15,158	.....
Imports.....	"				
Apparent consumption (all corn).....	" 11,332	12,331	20,681	15,158	.....
Wholesale price (standard, f. o. b. Midwest).....	per doz. No. 2s. \$0.758	\$0.998	\$0.694	\$0.960	* \$0.700
<b>PEAS</b>					
Planted.....	acres 228,300	280,390	341,360	337,050	344,330
Production.....	tons 136,980	165,370	268,100	187,670	* 260,080
Price to growers.....	per ton \$42.48	\$50.09	\$51.80	\$51.56	* \$53.68
Pack.....	1,000 cases 12,893	15,742	24,699	16,553	* 23,500
Carryover.....	" 2,500	900	800	4,900	2,800
Supply (domestic).....	" 15,393	16,642	25,499	21,453	* 26,300
Stocks, end of season.....	" 900	800	4,900	2,800	.....
Disappearance from canners' hands.....	" 14,493	15,842	20,599	18,653	.....
Exports.....	" 83	101	126	119	.....
Apparent consumption (domestic peas).....	" 14,410	15,741	20,473	18,534	.....
Imports.....	" 8	31	16	16	.....
Apparent consumption (all peas).....	" 14,418	15,772	20,489	18,550	.....
Wholesale price (Wisconsin brokers).....	per doz. No. 2s. \$1.110	\$1.160	\$0.803	\$0.914	* \$0.750
<b>TOMATOES</b>					
Planted.....	acres 296,250	435,620	510,150	477,100	462,300
Production.....	tons 1,061,300	1,420,700	1,689,000	1,987,500	1,793,500
Price to growers.....	per ton \$11.39	\$12.03	\$11.68	\$12.64	* \$12.87
Pack.....	1,000 cases 20,461	22,376	26,985	24,209	* 23,500
Carryover.....	" 1,800	870	1,330	1,430	1,907
Supply (domestic).....	" 22,261	23,246	28,315	25,639	* 25,407
Stocks, end of season.....	" 870	1,330	1,430	1,907	.....
Disappearance from canners' hands.....	" 21,391	21,916	26,885	23,732	.....
Exports.....	" 65	69	70	81	.....
Apparent consumption (domestic tomatoes).....	" 21,326	21,847	26,815	23,651	.....
Imports.....	" 2,790	2,570	2,393	2,057	.....
Apparent consumption (all tomatoes).....	" 24,116	24,417	29,209	25,708	.....
Wholesale price (f. o. b., Indiana).....	per doz. No. 2s. \$0.853	\$0.846	\$0.700	\$0.740	* \$0.650

<sup>a</sup> Indicated.

<sup>b</sup> October quotation.

<sup>c</sup> September quotation.

*(Continued from page 5392)*

side of the picture is that the installations are expensive, and if the water is very high in bicarbonate hardness, the amount of sodium bicarbonate left as a result of softening by a zeolite system may be objectionable for reasons mentioned later.

Chemical treatment consists in adding the proper amounts of certain substances such as lime and soda ash to precipitate the calcium and magnesium compounds from the water, followed by filtration. In theory, any type of hard water may be softened in this way, yielding a supply of potable soft water. The use of lime, for example, is particularly suitable for a water high in temporary hardness since it throws out the calcium and magnesium as carbonates without replacing them with other dissolved mineral matter. If so-called "permanent" hardness is present, this is not removed by lime, but requires the use of soda ash. In addition to lime and soda ash, it is sometimes desirable to use small amounts of aluminum sulfate or sodium aluminate to assist in clarification and filtration.

Chemical treatment is inexpensive so far as the actual cost of chemicals is concerned and, as previously indicated, it often has the advantage of effecting a considerable reduction in the total dissolved mineral matter in the water. Against this must be weighed the fact that the amount and kind of chemicals to be added depend on the composition of the water as shown by analysis; the treatment must be controlled and supervised, in contrast with the action of a zeolite plant which automatically adjusts its softening action to the hardness of the water. Also a filter system must be installed, as well as facilities for settling between treatment and filtration. In recent years the control of chemical treatment has been greatly simplified, and it is understood that various companies selling softening chemicals now offer service insuring the successful production of potable soft water. Such service is only available, however, for installations of substantial size.

As stated in Bulletin 20-L (page 6), "The softening of hard water for brining peas is of fundamental value. The hardness of the water and the amount of calcium in the salt used in brine for canned peas have a pronounced influence on the hardness of the product. The quality of the finished product may be reduced and its commercial value may often be decreased by using a brine with a hardness of more than 200 parts per million." However, a canner contemplating the installation of softening equipment will do well first to arrange for softening the water on a small scale and putting up experimental packs to determine whether in his opinion the softening of the water he uses is advantageous.

Usually the hardness of water is due largely to calcium and magnesium bicarbonates. When these are removed by the zeolite method, or by the use of soda ash or sodium aluminate alone, a proportionate amount of sodium bicarbonate is left in the water in their place. If the water was originally very hard, the amount of sodium bicarbonate may be enough to have some effect on the canned product. Peas in particular are said to acquire a slightly flat taste if blanched and brined with such water, although some canners who have encountered this effect believe that it is overcome by a small increase in the salt and sugar in the brine. Peas canned with softened water also give more frequent trouble with cloudy liquor, and on this account it is not uncommon

to use water only partly softened or to use softened water in the blanch and unsoftened in the brine, or softened water in the brine and unsoftened for blanching.

#### Amendment to Shrimp Regulations

Under date of November 9, 1937, the Secretary of Agriculture issued the following amendment to the revised regulation for the inspection of canned shrimp issued June 8, 1937.

"Regulation 7 (b) : Change the time of process for wet pack tin containers, size 502 x 510, from 15 minutes at 250° F. to 13 minutes at 250° F.

"Add to Regulation 13 a new paragraph: (h) When any packer desires emergency inspection service for a period during which no sea food inspector is available therefor, the Food and Drug Administration may assign temporarily for such service any available food and drug inspector upon payment by the packer to the Treasurer of the United States a fee to cover all expenses for salary, travel, and subsistence, incurred in the temporary assignment, in accordance with the regulations of the Department of Agriculture."

#### Smaller Acreage of Dry Beans Seen

A material reduction in acreage planted to dry beans—especially Pea Beans, Great Northern, Baby Lima, and Black-eye—in 1938 was indicated by the Bureau of Agricultural Economics in its annual outlook report. The Bureau said that a total harvested acreage in 1938 about the same as that available for harvest in 1937, with average yields, would produce approximately 12 million bags (100 pounds)—a crop about equal to the average of the last five years, excluding the large crops of 1935 and 1937.

A crop of this size, together with a probable carryover from the 1937-38 season somewhat greater than average, would provide a sufficient supply of beans to equal average disappearance, it was stated.

The indicated production of dry edible beans on October 1, 1937, was 14,340,000 bags. With a carryover estimated at about 850,000 bags the total domestic supply available for use during the 1937-38 marketing season is about 15,200,000 bags, or 24 per cent larger than that of a year ago, and 14 per cent larger than the 5-year average.

The increase in supply this season is due largely to a sharp increase in the acreage available for harvest and to relatively high yields per acre. The supply available this year exceeds normal domestic requirements by about 3 million bags. This season it is expected that imports will be relatively small and that the total requirements will be supplied by the domestic crop.

#### Outlook for Market Truck Crops

Production of commercial truck crops in 1938 is expected by the Bureau of Agricultural Economics to equal or slightly exceed the record volume of 1937 if yields are about average in 1938. Acreage increases in 1938 are expected for lettuce, onions, and lima beans, with most other commodities holding close to the levels of the 1937 harvested acreage. Some decrease in cabbage acreage is probable in the late domestic and Danish areas as a reaction to the increased production and low prices of 1937. For the second successive year, a

volume record was established in 1937 in the production of commercial truck crops for fresh market shipment. The total tonnage was 3 per cent above the previous record made in 1936 and 12 per cent above the 5-year (1928-32) average.

Another record production of commercial vegetable crops is imminent in 1938 and this probably will result in forcing price levels downward since a slight decline is expected in consumer buying power. Because of the large production in 1937 of cabbage, green peas, tomatoes, spinach, and watermelons, part of these crops were left unharvested in some areas, prices being so low that they would not return the marketing costs. One important factor that will tend to reduce the price level of fresh vegetables in 1938 is the carry-over of heavy stocks of canned peas, snap beans, sweet corn, lima beans, and other vegetables into the 1938 marketing season. Further competition will be experienced on account of the increase in "frozen" vegetable supplies in 1937.

### Fruit and Vegetable Market Competition

**Carlot Shipments as reported by the Bureau of Agricultural Economics, Department of Agriculture**

	Week ending—		Season total to—		
	Nov. 6, 1936	Nov. 6, 1937	Oct. 30, 1937	Nov. 6, 1936	Nov. 6, 1937
<b>VEGETABLES</b>					
Beans, snap and lima.	277	194	115	8,998	8,775
Tomatoes.....	257	319	437	24,834	23,624
Green peas.....	136	110	98	7,469	7,242
Spinach.....	62	30	20	821	8,358
Others:					
Domestic, competing directly.....	2,487	2,450	1,901	102,322	103,213
Imports competing indirectly.....	47	80	92	498	633
<b>FRUITS</b>					
Citrus, domestic.....	2,433	1,977	1,501	111,331	100,003
Imports.....	2	8	3	93	110
Others, domestic.....	1,978	1,921	2,687	49,705	52,053

### SOCIAL SECURITY RETURNS

**Only Original Copy of Return Form SS-1 Need Hereafter Be Filed**

Beginning with the calendar month of November, 1937, canners will be required to file with the Collector of Internal Revenue only the original copy of Social Security tax return Form SS-1, according to a recent decision of the Commissioner of Internal Revenue. It will be recalled that Form SS-1 is the monthly tax return required in connection with the Old-Age Benefits portion of the Federal Social Security Act. Under the regulations originally promulgated this return was filed in quadruplicate. Subsequently, in July, 1937, the regulations were amended to require the filing of only three copies, and now, by virtue of the recent ruling, the canner need file only the original copy, retaining the duplicate for his files. The SS-1 return for November must be filed on or before December 31, 1937.

The Social Security Board recently warned employers and employees to beware of bogus collectors of funds in connection with the Federal Old-Age Benefits program. These persons have represented themselves as agents of the Social Security Board authorized to collect fees from participants

in the program. The Board has no such collectors and all payments of taxes are to be made only to the local Collector of Internal Revenue, in connection with the filing of the regularly prescribed tax returns.

### Pack of White and Yellow Corn

In last week's INFORMATION LETTER a table was given showing the pack of white and yellow corn in cream and whole grain style. In the tabulation of the figures errors occurred which are corrected in the table that follows:

	1935 Actual cases	1936 Actual cases	1937 Actual cases
<b>White:</b>			
Cream style.....	11,026,061	5,635,960	9,701,301
Whole grain.....	1,191,009	1,148,920	1,459,634
<b>Yellow:</b>			
Cream style.....	5,196,517	4,947,010	7,493,909
Whole grain.....	3,278,624	2,890,560	5,668,206
<b>Total:</b>			
Cream style.....	16,222,578	10,582,970	17,195,210
Whole grain.....	4,469,633	4,039,480	7,127,840
<b>Total Pack.....</b>	<b>20,692,211</b>	<b>14,622,450</b>	<b>24,323,050</b>

### AID TO THE CONSUMER

**Educational and Research Project Set Up by Magazine Publisher**

A Consumers Division, operating under the three heads of education, research and consumer information, has been established by The Crowell Publishing Company. Describing the purpose and plans for this work, *Printers' Ink* says:

"The main purpose of this division will be to translate to consumers the story of what American business and its advertising have accomplished. By telling this story instructively the division hopes to combat the insidious influence of anti-business propaganda."

"The educational department is under the direction of Mrs. Anna Steese Richardson, who for several years has been addressing audiences of women in all parts of the country and studying their attitude toward business in general and advertising in particular."

"This department will supply five study programs for consumer problems in which women's study groups are showing the liveliest interest, including synthetic fabrics; man-made fibers; the combination of such staple fibers as wool, silk and linen with rayon; labeling and tagging of fabrics and wearing apparel; informative labeling of food products; the cost of distribution, advertising and merchandising in general. Accompanying each program will be three articles suitable for reading at club meetings, each written by an expert in one field."

"The research department, under the direction of Ray Robinson, is completing a survey of the consumer movement. This covers the following subjects:

"1. Listing and describing the various professional consumer groups that are supplying the consumer with buying information."

"2. Government departments that are concerned with the consumer's interest."

"3. Women's organizations and what they are doing to stimulate a study of consumer buying including the source of their material."

"4. Libraries—what books on consumer buying are in use, how many of them, with some study of the relative popularity of different consumer books.

"5. The schools—what our instructors are teaching and what text-books and source material they are using to educate students on buying.

"The department of consumer information will spread information on consumer problems. This will deal with the service that manufacturers, retailers and advertisers render to consumers. It is preparing material for use by newspapers to help them meet the unfounded criticisms of business practices which have been encouraged so vigorously by so-called consumer groups."

### CANNED VEGETABLE STOCKS

#### Quarterly Report Issued by the Bureau of Foreign and Domestic Commerce

Canners' stocks of peas, corn, and green and wax beans, on October 1, 1937, were substantially above their holdings on October 1st a year ago, and reflected the larger packs during the season just past. The 1937 pack of peas amounted to 23,376,056 cases all sizes and the pack of corn totaled 24,323,050 cases all sizes (the latter exclusive of corn on the cob).

Canners' holdings on July 1, 1937, were in general somewhat below normal for the major canned vegetables combined, and distributors' holdings of these same items were on July 1, 1937, substantially below those of July 1, 1936. The statistics on distributors' stocks show the low level of holdings on July 1, 1937, and the net increases which occurred up to October 1, 1937, which brought distributors' holdings on this date, for peas, corn, tomatoes, green and wax beans combined, to a little more than their stocks on October 1st a year ago and to about the same level as their stocks on October 1st, two years ago.

The following table shows the total stocks of four selected vegetables in canners' hands on the dates specified and the number of firms reporting, the stocks being given in thousands of cases:

	July 1, 1936	Oct. 1, 1936	July 1, 1937	Oct. 1, 1937
Commodity and firms	1,000 cases	1,000 cases	1,000 cases	1,000 cases
Peas (282).....	* 2,620	10,094	* 1,721	15,543
Corn (300).....	1,968	11,264	1,000	19,454
Tomatoes (1,225).....	1,888	None	2,507	None
Green and wax beans (511).....	306	3,559	75	4,433

\* Old pack stocks only.

The following table shows the stocks of four principal vegetables in the hands of representative distributors, estimated by the Bureau of Foreign and Domestic Commerce to cover about 70 per cent by volume of the wholesale distributing trade; the figures are based on reports from the same firms for each date:

	Oct. 1, 1936	July 1, 1937	Oct. 1, 1937
Commodity	1,000 cases	1,000 cases	1,000 cases
Peas.....	1,555	1,055	1,409
Corn.....	1,130	834	1,320
Tomatoes.....	1,235	958	1,259
Green and wax beans.....	520	303	645

The foregoing quarterly stock report by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce omits both canners' and distributors' stocks of canned fruits because of the lack of a representative sample for canners' stocks.

### Marketing Northwest Apples

The Bureau of Agricultural Economics of the U. S. Department of Agriculture has recently issued a statistical report on marketing Northwest apples, season of 1936-37. The report includes information on national apple production, both total and commercial, for 1935, 1936 and 1937 and detailed statistics for the Northwest on production, shipments, storage, exports and domestic distribution. Copies may be obtained on application to the Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington, D. C., or from the Bureau's office at 520 Federal Office Bldg., Seattle, Washington.

### Marketing Texas Spinach

The Bureau of Agricultural Economics of the U. S. Department of Agriculture has recently released, in cooperation with the Texas Department of Agriculture, a mimeographed publication entitled "Marketing Texas Spinach, Brief Review of 1936-37 Season". Among the subjects on which statistical and other data are included are the following: marketing, acreage, yield and production, average prices received for spinach by growers, farm value of crop, carlot shipments of spinach from Texas by districts for the last five seasons, distribution of carlot shipments of Texas spinach for the 1935-36 and 1936-37 seasons. Copies may be obtained by applying to the Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington, D. C., or Federal-State Market News Service, San Antonio, Texas.

### CONTENTS

Congress convenes Monday .....	5389
Food guarantee .....	5389
Australia's canned fruit exports .....	5390
Progressive Grocer promotes canned food drives .....	5390
Northwest Association meets in January .....	5390
Mexico requires metric terms .....	5390
Employment and prices .....	5390
Unsold stocks of canned salmon .....	5391
Cold storage holdings of fishery products .....	5391
Swiss exports of canned milk .....	5391
Canning crop outlook report .....	5391
Proposed specifications for marmalade, fruit juices and fruit beverages .....	5392
Use of hard water .....	5392
Amendment to shrimp regulations .....	5394
Smaller acreage of dry beans seen .....	5394
Outlook for market truck crops .....	5394
Fruit and vegetable market competition .....	5395
Social Security returns .....	5395
Pack of white and yellow corn .....	5395
Aid to the consumer .....	5395
Canned vegetable stocks .....	5396
Marketing Northwest apples .....	5396
Marketing Texas spinach .....	5396